

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Scholl et al.

Application No.: 10/748,759

Confirmation No.: 2699

Filed: December 30, 2003

Art Unit: 3622

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING KEYWORD-
TARGETED ADVERTISEMENTS

Examiner: Y. Retta

**REQUEST FOR CONTINUED EXAMINATION AND
AMENDMENT IN RESPONSE TO FINAL OFFICE ACTION**

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Final Office Action dated October 31, 2007 and the Advisory Action dated February 20, 2008, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.